

BEST AVAILABLE COPY

(19)



JAPANESE PATENT OFFICE

PATENT ABSTRACTS OF JAPAN

(11) Publication number: 2001024956 A

(43) Date of publication of application: 26.01.2001

(51) Int. Cl.

H04N 5/38

H04H 7/00, H04N 7/08, . H04N 7/081
// H04N 7/16

(21) Application n

11190777

(22) Date of filing:

05.07.1999

(71) Applicant: DENTSU INC

(72) Inventor: IIJIMA AKIO

KAI AKIHIKO

**(54) SYSTEM AND METHOD FOR TELECASTING
ADVERTISEMENT**

(57) Abstract:

PROBLEM TO BE SOLVED: To telecast the commercial messages(CM) of multiple advertisement offerers by means of proper advertising charge by displaying another advertisement which is replaced in a broadcasting radio wave advertisement limit when the radio wave advertisement is replaced and displaying the broadcasting radio wave advertisement unless replacement is executed.

SOLUTION: The CM data converting part 19 of an advertisement telecasting system 10 is connected to a CM preparing signal receiving part 17 and a CM selecting part 18. When CM data CMD1 (CMD2) stored in a CM database 15 is selected by the CM selecting part 18, selected CM data CMD1 (CMD2) is converted into the normal CM. Then a CM transmitting part 20 is connected to the CM selecting part 18 and the CM data converting part 19. When the received CM on the air is kept being broadcasted, the CM on the air is transmitted to a display device 16 as it is by the CM selecting part 18. When the CM of CM data CMD1

(CMD2) stored in the CM database 15 is broadcasted, the CM converted by the CM data converting part 19 is transmitted to a monitor 16.

COPYRIGHT: (C)2001,JPO

